

# Research on Training Model of Innovative Personnel in Journalism and Communication\*

Shiqiu Jia

Zhengzhou SIAS University  
Xinzheng, China

**Abstract**—Digital media technology accelerates media integration during the process transition and transformation of the society. In the age of intellectual media, the market calls for innovative personnel with morals and responsibility. In the field of teaching and research practice, traditional teaching model, which emphasis on large and all-inclusive, neglecting cultivation on values, has become practical dilemma for the cultivation of innovative personnel in higher education among colleges. This article aims to meet the rapid changes in the media industry practice with students for the context of media integration and equipped the morals and values of journalism by investing the raining model of innovative personnel in journalism and communication through three aspects: social needs, creative training system that focus on innovative personnel, and upgrading discipline construction with value-oriented of vision on journalism.

**Keywords**—journalism and communication; innovative personnel; training model

## I. INTRODUCTION

Media integration promoted great changes in the ecological environment of communication, the boundary between communicator and audience become blurry with time going on, and the passive status of audience was subversively improved. Mass media organizations faced with various challenges, which put forward more comprehensive and strict requirements for the future professional candidates. At the same time, emerging media technologies such as VR, AR and artificial intelligence are changing the way of news production and dissemination, therefore, the education on journalism and communication should keep up with the trend in order to cope with the reform of journalism promoted by the future technological revolution. On September 17, 2018, the Ministry of Education and the Publicity Department of the Central Committee of the CPC formally issued *Opinions on Promoting the Capacity of Training Professional Personnel in Journalism and Communication among higher education and Implementing Excellent Talents Training Plan 2.0*. This document emphasizes to comprehensively implement the fundamental task in cultivation on moral and humanitarian education, Marxist views of journalism, educating students with socialist journalism theory with Chinese characteristics, to train the students become communication and media talents that with high capability,

all-media, compound, experts who has deep concern on family and country, international vision. Therefore, the cultivation of innovative personnel in journalism and communication in colleges and universities faced with a series of questions that need to be solved urgently.

## II. REAL DILEMMA: REFLECTION ON INNOVATIVE PERSONNEL TRAINING MODEL IN JOURNALISM AND COMMUNICATION

With the transformation and integration of traditional media, and the rapid development of new media, the social demand for high-quality innovative personnel is increasing, which means that colleges and universities need to take more responsibilities in training of personnel in journalism. However, most universities face with similar challenges in the education. First of all, the teaching model of some universities is too outdated, which are mainly giving lectures based on faculty, and most of the courses focused on journalism theory and subjective skills, such as interfering, writing, editing and reviewing. However, in the era of media convergence, new news reports require not only professional knowledge, but also hands-on ability, and interdisciplinary exploration and integration. The shortage of journalism experts in computer, finance, law, sports and other fields indicates the demand for interdisciplinary talents. Secondly, the training plan formulated by some universities is big and all-inclusive, which requires students to learn both traditional knowledge and the emerging technologies in a broad way. Without clear and focused targets, the courses are set up in a multifaceted way. Students are unable to get the essence of the courses or apply the knowledge into projects. As a matter of fact, the curriculum is not conducive to the cultivation of professional talents. Finally, the rapid development of all kinds of new media platform, AI anchor, and algorithm of news production will lead changes in the field of journalism. Two reasons lost the ideology and career dreams that they should hold. All of a sudden, the education standard became personalized, virtualization, individual customization and user experience. Many universities emphasis on technology and the use of new media too much, and ignore the feeling of humanities, and the cultivation of the students' values, which lead to the lost the ideology and the ideal of the press. In all, the problems discussed above hinder the cultivation of innovative personnel to some extent.

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### III. ADVERSITY LEADS TO CHANGE AND PROSPERITY: PRACTICAL EXPLORATION ON INNOVATIVE PERSONNEL TRAINING MODEL IN JOURNALISM AND COMMUNICATION

Adversity leads to change, and change leads to prosperity. The environment of China's media and communication industry is undergoing great changes. Similar to the media industry, the past news education system that based on the division of labor and operation model is facing the demand of comprehensive reform. The professional standard, structure system, content and operation mechanism of journalism education are undergoing great changes. [1] Therefore, it is of great significance to reform the practical teaching of journalism and communication to adapt to the new media ecology and to explore the training model of innovative personnel in the context of media convergence.

#### A. *Connecting the Needs of Society and Focusing on Talent Training*

##### 1) *Reforming the training program and improving the curriculum system*

Professor Li Xiguang from Tsinghua University mentioned that "the key point, in the journalism and communication education, is not from concept to concept of abstract and theory of communication research, but to equip students with the basic principles of journalism, basic writing skills and basic values, make the students prepared strict professional basic training before they entering the complex society and engaged in news reports." [2] Facing with the rapidly changing media technology, news education should make a quick adjustment, and its key thing should be the reform of training program and curriculum system, to meet the needs of society, and realize the integration of news talents and media industry. By redefining the training program and curriculum system, multi-layered program-based model with the characterized new structure of "platform + hands-on practice" was emerged at school of journalism and communication of SIAS University in Zhengzhou, China. This structure includes: General education with the core courses on history of journalism for the first semester; during the second term, in addition to main courses in this semester, practical programed were planned and opened to students. The all-media platform in school, which were Time Agency, Time News, Time Weibo, Time WeChat, Time Video, Time Photography, Time micro-film, and so forth.

The progressive system was formed by the Four Modules and Five Combinations, which combined with the traditional media and new media technology and conducted media practice and management, such as writing and editing, recording and broadcasting, newspaper circulation, Weblog and WeChat and editing, updating and putting advertisement etc.

The Four-Modules focus on practical teaching system, and it is short for fundamental practical module, professional practical module, comprehensive practical module, and innovative practical module; The Five Combinations are the combination of theory and practice, the combination of large and small class, the combination of the first class and the second class, the combination of practical program, intern

and real-life campaign, the combination of assignments, art work with subjective competition and professional contest. With this progressive system, the potential of students' innovation ability and the innovation ability are explored and expanded. At the same time, the team is led by talents with high professional titles, and the team responsibility system is implemented to lead students in professional competitions at home and abroad. In this way, students' innovation and creativity are stimulated in a competitive process.

Different from China, in United States journalism education in the era of the Internet strengthen the education on technical courses in addition to cultivating students' practical capability. For instance, the Medill School of Journalism at Northwestern University emphasis the ability on data literacy and technological innovation. This school also includes courses related to algorithms, programming and data mining in its training program, focusing on training students' ability to apply new media and communication technologies. Courses such as network analysis, social media analysis are also offered in this school. With the guidance of Professor Rich Gordon, students at the school have created a number of digital media projects or media products through the use of new media technologies. [3] At present, Journalism and Communication Departments in domestic colleges and universities also offer higher mathematics and other courses with science nature to students, putting on the agenda the cultivation of interdisciplinary talents with data processing and operation ability of emerging technologies. Thus, it is obvious that the changes of media ecology in the new era put forward new requirements for the training program of news talents in colleges and universities, that is, improving students' professional skills, while integrating the resources of courses, practice, scientific research and network technology; arranging compulsory courses scientifically, at the same time, getting the knowledge system related to new media technology involved in elective courses, and strengthening students' professional skills on operation and response; reforming traditional teaching model, and improving the courses updating mechanism to meet the new changes of social needs.

##### 2) *Strengthening effective connection and balancing practical education*

The training of qualified personnel in colleges and universities is to cultivate "reserved forces" for all kinds of journalism units, but the traditional teaching focuses on theory and exam-oriented, lacks of practice, which makes journalism students unable to quickly change their identity and adapt to journalism work after graduation. College teachers pay more attention to scientific research, they can teach students theories in this field, as they are unable to be in the practical news production line for a long time, they cannot give much advice to the students in the field of practical, so the news department should strengthen the cooperation with the news agency, the cooperation includes two aspects: Provide internship positions for college students, and two, improve the mutual employed system. For example, the Global Journalism Residency Program launched by the Medill school of Journalism at Northwestern University, which provides students opportunities to intern in dozens of

media organizations in South Africa, Latin America and other areas. Students can skillfully apply the most cutting-edge media technology to the practice of global news reporting. 4 Similarly, the School of Journalism and Communication of Zhengzhou SIAS University is upgrading the model of educational internship. So far, 8 internship bases have been set, and more than 2 news practical projects are designed on the previous basis. Students can be employment through internship and practical projects. The main supervisors of the internship base will become professional external teachers, by establishing the committee of subjective construction off-campus; these groups will give constructive suggestions. In addition, the Thousand Talents Plan launched by Henan province has achieved an effective connection between universities and news and media organizations mutually employed. The program lasts for one year, which allows the staff from news and media organizations to be hired and teach in colleges and universities, and colleges send key teachers to exchange posts in news and media organizations. At present, many universities including Zhengzhou University have engaged in mutual exchange with central media in Henan, Henan Daily Group, Henan Radio and Television Station, and major news organizations in Zhengzhou. The perfection of the mutual employment system has achieved the balance between theoretical and practical education, brought a clear understanding of the future field of work for the students in journalism and communication studies, which would also help them get better engaged in work.

#### *B. Innovating the Training System and Upgrading the Discipline Construction*

##### *1) Rectifying the teaching order and strictly managing the process*

In order to train high-level journalists and improve the capability of personnel training, colleges and universities still need to be problem-oriented and rectify the teaching order. First of all, deal with the strange phenomenon "university comparable to kindergarten", appropriately enhance the academic challenge, and stimulate students' enthusiasm for learning and the determination to climb the peak of knowledge. It is necessary to reasonably increase the difficulty of courses and expand the depth of courses, so that students can continue to make progress in challenges, rather than feel unable to learn. Secondly, improve the teaching quality of courses and get students participated in the classroom. Infrastructure construction should be strengthened, transform traditional teaching by applying information technology, eliminate "water courses" that lack of challenge and almost no new knowledge in it, and create a "golden course" that attractive with high value in journalism and communication, so as to improve the higher-level, innovative and challenging of courses. MOOC platform is an open, rich and systematic web-based platform for high-quality resources sharing in higher education. Schools can establish their own MOOC platform. Zhengzhou University has launched more than 40 MOOCs on its MOOC platform, including multiple disciplines such as liberal arts, science, engineering and medicine. In addition, there are excellent MOOC platforms such as Chinese Universities' MOOC,

Wisdom Tree and other excellent domestic MOOC websites. Classes of world-famous teachers can also be seen in the three MOOC systems of Coursera, Edx and Udacity. [5] By using MOOCs, schools can achieve the goal of innovating teaching methods and mobilizing students' participation. Finally, be strict on graduation, resolutely canceled the "clear examination" system. During the process of their studies, students should stick with their track. From the very beginning, strict rules and regulations should be put in place to strengthen the assessment of learning process, and increase the proportion of students' ordinary assessment results in the total course scores. Let students understand that the freedom of university means the freedom of thought, rather than the freedom of study, so that every journalism student can benefit from the constraints of the system.

##### *2) Exploring paths and modes to cultivate international talents*

Since the 18th National Congress of the Communist Party of China (CPC), general secretary Xi Jinping has put forward a policy of telling China's story well, spreading the image of a great power and enhancing the international voice. To show the image of China as a great power requires personnel in journalism and communication to explain to the system and values of contemporary China and China's contribution to human civilization to the world, so as to build a foreign discourse system and international public opinion environment conducive to China. Therefore, in global communication, journalists with an international perspective are essential. In order to train talents in international communication, the first step should be taken from the university higher education. For example, Henan Excellent Talent in Journalism and Communication Training Plan is conducted through the organization-school cooperation that established pilot training programs of the undergraduate international journalism in Zhengzhou University. Meanwhile, this pilot training program get the courses educational model, that known as "all media + international + foreign language", improved and attempted to cultivate students of "state of the education and international vision", which are specialized foreign journalists, inject new power to new vitality for heralded media culture, so as to enhance the level of China's agenda setting and accurate transmission of voice of China.

##### *3) Improving evaluation system with institutional guarantee*

The evaluation system for students in Journalism and Communication should be improved with the change of curriculum and teaching methods. The traditional teaching evaluation is basically set grades of examination as the criteria, however with the requirements of the new era of innovative talent training mode, the traditional evaluation system still needs to be changed. The "Introduction to Advertising" course of the School of Journalism and Communication, Zhengzhou SIAS University, is a basic course for journalism and communication and is also a school-level online demonstration course. This subject takes the teaching mode of "interesting and informative+ useful and moderate", the "viewpoint + works" two-dimensional flip classroom and the "academic + industry" two-wing level



curriculum effect as evaluation criteria and methods, which improves the evaluation criteria of diversified teaching methods. It makes full use of various means to enhance students' participation, input and turnover in the classroom, and finally form a virtuous circle of "mutual views in class, hard reading under class to avoid being shackled."

As an essential part of education and teaching, the appraisal link is not only an important basis for measuring students' acceptance of knowledge and feedback on teaching quality, but also an important way to cultivate students' interest and innovation ability. [6] Therefore, with the trend of modern media's talents gradually becoming composite, the colleges and universities of journalism and communication should advocate a diversified evaluation system which relies on the university's superior subject resources and combines with the diverse needs of the media, so as to determine the training objectives of "inter-disciplinary" talents and improve the professional ability and comprehensive quality of journalism students finally to adapt to the development of society, especially the media.

### *C. Leading Value Orientation and Condensing News Ideals*

#### *1) Promoting quality courses and strengthening consciousness building*

The quality of journalists is largely determined by the direction of journalism education in colleges and universities. Their roles as opinion leaders will influence the trend of news public opinion to a great extent, it can be said that if journalists do not have the moral standards and values they deserve, then the press will have a variety of non-mainstream voices, such as false news, reversing news and even alienated content. Such news content will affect people's way of thinking and ideology in the subtle way. Therefore, it is a significant link for the education in colleges and universities to strengthen the party spirit and people's nature of journalists. The plan for training outstanding journalists requires that it should take General Secretary Xi Jinping's important expositions on journalism and public opinion as the leading task, and that it should take strengthening the education of journalists' Marxist journalism concept as the primary task. Since the implementation of the plan, Zhengzhou University has actively cooperated. In order to deepen the students' Marxist journalism concept, the university have begun to try to create a group of excellent courses, at the same time, it promotes and uses Marxist theoretical to research and construct engineering journalism and communication teaching materials, and uses its own educational advantages to combine with Propaganda Department of Provincial Party Committee to create a provincial-level Marxist journalism research and publicity base. All of the above explorations and efforts aim to enable journalists to truly establish a Marxist view of journalism and improve the political literacy of the future public opinion team.

#### *2) Renewing training ideas and adapting to media environment*

In the traditional media environment, the education of journalism talents emphasizes theory, but with the development of technology, the transformation of new media

technology not only affects the presentation style of news products, but also changes the media ecology of the past. This requires that the journalism talents trained by colleges and universities should be familiar with the news patterns generated by the current new technology environment, master the emerging technologies, and also have both the professional ability and journalism literacy in the process of news production so as to maintain news adherence in the fierce market competition. Faced with the media environment in the new era, the society needs excellent journalism talents to cope with the changes in the future journalism industry. The cultivation of reserve talents is of paramount importance to the party's journalism. This kind of news talents can not only analyze the industry situation independently, stand on the frontier, deepen the profession, have the audience awareness, understand the market dynamics and audience psychology, meet the needs of the audience and tap the potential needs of the audience, but also can take the Marxist journalism concept as the guide and insist on the right political direction. Faced with the complicated and changing public opinion situation on the Internet, journalists must adhere to the correct direction of public opinion and insist on the Marxist view of journalism. At the same time, teachers should update their training concepts and train journalists who can adapt to the context of media convergence in the Internet age. Professor Xiong Chengyu at Tsinghua University states that "In the new media era journalists should be trained with independent thinking, critical consciousness, innovative desires and pragmatic attitudes." [7]

### IV. FUTURE: THE FUTURE CONCEPTION OF THE INNOVATIVE TALENTS TRAINING MODE OF JOURNALISM AND COMMUNICATION STUDIES

#### *A. Creating Interdisciplinary Professional Talents*

For colleges and universities, an essential step in cultivating innovative talent is to optimize the curriculum and try to solve the unscientific problem of traditional curriculum, the problem of lack of deep integration between disciplines, and the problem of lack of precise positioning. In the optimization of the curriculum system, the universities should pay attention to the output of theoretical knowledge, but also ensure the practicality of the curriculum and keep pace with the times, try to make the curriculum integrate with the social reality and improve the application scope of the curriculum. In addition, the optimization of the curriculum system should also be reflected in the cross-disciplinary integration of disciplines, specifically in the deep integration of cross-disciplinary and cross-professional, which is different from the entry-level courses arranged by some universities for only one semester or several classes, it is an in-depth combination of journalism and communication disciplines with courses in other fields, such as the creation of financial journalists and political and legal journalists. At the same time, it is necessary to explore the deep integration of journalism courses and literature, history and philosophy, and improve the literacy and divergent thinking of journalists.

### B. Creating a Core Teaching and Self-learning Platform for Resource Sharing

Autonomous learning mode includes online and offline resource sharing. The online model uses large-scale online open courses to create interactive, immersive classes, such as the MOOC platform. The offline mode opens the studios, encourages students to operate new media on campus, creates newspapers and magazines, creates new media studios, and works with news media to provide students with professional internship opportunities. In the self-learning platform, the teacher is no longer the initiator of the project task. The students' interest and the shortcomings perceived in practice become the motivation of spontaneous learning. If students have any incomprehensible points, they can go online to find the answer, and at the same time, in practice, they can use their knowledge and constantly update their knowledge system and professional skills.

### C. Creating a System Standard "Based on National Conditions and International Vision"

In the context of information globalization, the interaction of the country's international image not only affects the nationality and cohesiveness of its citizens, but also affects the acceptance and evaluation of the Chinese government, people, and China by other countries and nations. Therefore, journalists who can profoundly understand the national conditions and have an international perspective are urgently needed to cultivate. Under this circumstance, colleges and universities should start from optimizing the curriculum system and improving the welfare of studying abroad. In the curriculum, the university should create an "all media + international + foreign language" curriculum system, specifically to train journalists who take part in foreign affairs. In addition, preferential policies should be given to encourage students to study abroad and attract foreign students.

### D. Creating an Educational Model with Political Direction and Public Opinion Orientation

Colleges and universities should focus on the ideological education of journalism students, educate students to establish Marxist views of journalism, always follow the party's direction, and persist in party spirit and people's nature; They should educate students to always focus on the main theme, promote positive energy, adhere to the correct guidance of public opinion, voice for the Party, and improve the Party's media discourse power; They should educate students to adhere to correct news aspirations, constantly learn and improve themselves, strive to improve their professional ability and level, and become compound talents; They should educate students to adhere to the correct direction of work, always adhere to the concept of serving the people, truly take the people as the center, strive to achieve objective and impartial, and become journalists with moral quality and professional quality.

## V. CONCLUSION

Innovation is the lifeline of higher education. An innovative journalist should have innovative consciousness, spirit and ability. This requires that journalism education

should take focusing on teaching practice, discipline development and team building as the core to achieve innovative talents training and education in journalism and communication. Concentration is to concentrate on construction and development. Teachers should be encouraged to concentrate on work, teaching and scientific research. Practice construction should be strengthened to achieve breakthroughs in practice platform and professional operation.

Focus is to optimize and upgrade the discipline structure, shift from overall balanced driving to deepen innovation driving, increase the introduction of teachers, especially the introduction of subject leaders, strengthen the adjustment of professional composition, integrate the industry's superior resources, highlight the focus of specialization, and form the specialty of Journalism and communication through jointly and cooperatively-run schools. Concentration is cohesiveness. It comes from the inner motivation of journalists. It is an invisible spiritual force and an invisible bond that closely links members. Cohesion emphasizes the values of the consensus of innovative talents, and cultivates high-quality, full-media, composite news communication reserve professionals with homeland sentiments and international perspectives.

Under the policy of "Mass Entrepreneurship, Mass Innovation", it is the general trend to train innovative talents in journalism and communication. Therefore, in the context of new technology-led media, universities need to adjust their training objectives, training programs, training concepts, curriculum, teaching methods, evaluation systems, etc., and introduce cutting-edge knowledge and skills from academics and industry to talents so as to make the talent training model more systematic, scientific and sustainable, and promote the more powerful development of journalism and communication disciplines, and cultivate more innovative talents.

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